

The August Sale of White

at **Macy's**

and all the pretty colors that are
appropriate in a modern intimate wardrobe

at **Macy's**



Satin
corset, \$2.59

Embroidery trimmed
nightgown, \$3.79

Satin
camisole, \$1.39

Nainsook empire
nightgown, \$1.79

Corset cover, 69c. Crepe de
chine envelope chemise, \$2.79

Chemi-pantaloons
combination, \$1.79

Lace trimmed
blouse, \$2.59

Lace trimmed
envelope, \$1.79

Cotton crepe
negligee, \$3.59

Combinations

Save the ends of two garments
yet are priced as little as one.

Plain styles of medium and
heavy weight materials with con-
vent edges. Waistline effects
trimmed with lace. Chemi-panta-
loon combinations, loose at waist-
line, with loose or bloomer style
knees. \$1.39

Many dainty styles of waistline
and Empire combinations, loose
knee and knicker chemi-panta-
loons. Very dainty laces and em-
broideries are used for trimmings,
also ribbons of good quality. One
illustrated, A. \$1.79

A charming chemi-pantaloons in
Empire style, lace trimmed; also
a waistline combination artistically
inset with Val. lace. Other
models, dissimilar in style but
alike in price and daintiness. One
illustrated, B. \$2.79

Silk lingerie

Small groups of choice "undies" at
prices that should hurry them away

Nightgowns
300 pink habutai silk night-
gowns in dainty Empire style.
\$3.79

150 pink crepe de chine night-
gowns in Empire style with
wide insertions of fine quality
cream fillet mesh lace. \$4.49

Envelope chemises
1,200 flesh crepe de chine en-
velope chemises, lace trimmed
or finished with hand pastel
stitching. \$1.79

A dozen styles of pink crepe de
chine envelope chemises, shirred
with lace, organdie embroidery in-
serts, or whole tops of Georgette
crepe. One illustrated, A. \$2.79
Pink wash satin envelopes with
tucked Georgette and lace inser-
tions, some hand embroidered.
\$3.79



Camisoles

3,600 washable satin and crepe
de chine camisoles, trimmed with
Val. or fillet mesh lace insertions.
\$4c
Armhole and shoulder strap style
camisoles of wash satin with
lovely laces, fine tucking or hand
stitching. One illustrated, B. \$1.39

Charming camisoles at \$1.79

Lingerie petticoats

Many styles of cambric and nainsook with neat
embroidery and lace trimmed flounces, 94c up to \$3.79

A special collection of 100 petticoats with deep lace trimmed
flounces. All with underlays. Usually \$2.79. \$1.79

Macy's—Third Floor, Rear.

NIGHTGOWNS—an excellent group

94c
Just 200 dozen gowns at this
remarkably low price. White
nainsook gowns in Empire
style with embroidery trim-
med tops. Pink batiste
gowns with blue hemstitching
or hand stitching in pastel
colors.

\$2.79
White nainsook gowns of fine
quality in Empire and
straight styles, with dainty
laces, fine embroideries,
tucks, small lace inserts, ed-
gings of real cluny. All are
fashioned in a very dainty
manner. One illustrated, C.

\$1.39
Square and V neck gowns of
batiste with dainty pink and
blue hand embroidery, others
of white nainsook with ma-
chine embroidery and scal-
lops or pastel embroidery.
Lace trimmed gowns. Two
illustrated, A and B.

\$3.49
A very charming Empire
style gown, elaborately trim-
med with fine Val. lace inser-
tion and edging. Made of
superior quality nainsook. As
illustrated, D. Other dainty
models too at this price.

\$1.79
Sleeveless gowns of white
nainsook with lace trimmed
tops, some in Empire styles
with embroidery inserts.
Cambric gowns in round and
square neck styles, surplice
gowns of pink batiste, pretty
styles of butterfly crepe.

\$3.79
Models designed by and ex-
clusive with this store. Some
with very fine imported em-
broideries, others with fine
tucks and laces. One illus-
trated, E.



Macy's—Third Floor, Rear.

envelope chemises

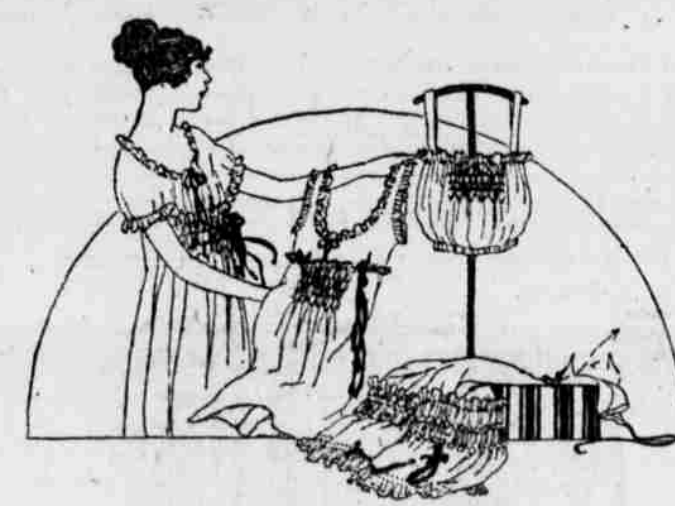
Nainsook chemises with lace
insertions or with machine
scalloped edges. 94c
Step-in and regulation en-
velope chemises with simple
tucking or dainty lace inser-
tions and edgings, many ef-
fectively machine scalloped.
\$1.39

Flare step-in envelopes pret-
tily machine embroidered and
scalloped; Empire styles, lace
trimmed in front and back;
others trimmed with fine em-
broideries, fillet mesh laces and
other dainty touches. \$1.79
An excellent collection of
dainty styles at \$2.79

Macy's—Third Floor, Rear.

brassieres

Pink brocade bandeau bras-
sieres, unusually well fitting.
Sizes 34 to 42. Two styles il-
lustrated. 34c
1,680 satin bandeau brassieres
of superior quality, lace trim-
med. Sizes 34 to 42. 89c
Others of white batiste, pink
batiste, all-over lace.
Macy's—Third Floor, 34th Street.



Lingerie in colors

The modern woman does not confine her intimate ward-
robe to white lingerie only. Indeed, she includes even more
than pink, which was admitted to the intimate world a few
years ago. Her lingerie is in tune with her temperament,
and if that expresses itself in sunny yellow, lively raspberry
or dainty blue, the color of her lingerie matches exactly.

We have prepared some dainty sets of colored lin-
gerie, adorned with hand stitching in contrasting
colors. The designs are exclusive with this store.

Illustrated is a set of ciel blue

The pieces are of fine batiste,
adorned with dainty hand smok-
ing, small piped edged ruffles,
and effective shirring. The gown
and envelope are in Empire
effect. The camisole and petti-
coat match beautifully.

A bright and dainty set is made in canary yellow
Each piece is smocked in a charming manner with yellow and blue,
giving a delightful color effect. Little bows of blue satin ribbon add
just one more stroke of daintiness (as if it were necessary!).

Nightgown, \$4.79
Envelopes, \$2.79
Camisoles, \$2.79
Petticoats, \$4.79

Macy's—Third Floor, Rear.

white silk petticoats, \$3.24

One style of China silk with
double back and front panels.
Finished with pleated flounce.
Another of white tub silk with
double back and front panels.
Scalloped flounce trimmed
with pleated ruffle.

Macy's—Third Floor, 34th Street.

drawers

Drawers with plain tucked ruf-
fles or embroidery edges. 46c
Cambric drawers with embroi-
dery edges and cluster tucks.
Straight and circular styles.
69c
Good cambric drawers with
longcloth convent edges. Pink
and white step-in drawers, lace
trimmed. 94c

Many other models of
fine qualities, \$1.39

Macy's—Third Floor, Rear.

Just 321 pieces of
Philippine lingerie
\$2.79

Usually priced \$3.79

Nightgowns and envelope chemises, entirely hand
made, daintily hand scalloped, and beautifully hand
embroidered in flower and spray patterns.

Macy's—Third Floor, Rear.

R.H. Macy & Co
Herald Square Inc. New York

Store hours: 9 A. M. to 5:30 P. M. Store closed Saturdays during August

Negligees and sacques

dainty out of all proportion
to their small prices

The breakfast coats

A voile breakfast coat printed
in all-over floral pattern of
pink, blue or lavender. \$1.79
A cotton crepe breakfast coat,
effectively trimmed with ruf-
fles of the self material. Blue,
pink, rose, Copenhagen. As
illustrated, B. \$2.79

The sacques

A flower-printed sacque with
machine scalloped edges. 89c
A dainty white dotted Swiss
sacque, lace edged. As illus-
trated, A. \$1.39

The negligees

An elastic waistline negligee
of voile printed in dot or
floral effects of light col-
orings. Large collar, cuffs and
pockets bound with plain shade
to match. \$1.59
A shaded striped cotton crepe
negligee prettily trimmed with
shirred ribbon. Pink, blue,
rose. \$3.74



Macy's—Third Floor, 34th Street.

"Marchioness" corsets

made carefully, finished daintily
and priced inexpensively.



600 corsets of plain pink
batiste in girder model with
elastic at top. Sizes 21 to 25.
\$1.19

Macy's—Third Floor, 34th Street.

Corsets of dainty pink bro-
cade with elastic top. Sizes
20 to 26. \$1.69
Two models of silk brocade
corsets with elastic at top. One
is straight, the other raised at
back. Sizes 20 to 26. \$2.59
Just 600 corsets of unusually
good quality pink satin with
entire top of wide elastic.
Sparingly boned. \$2.59
"Marchioness" corsets of
handsome pink silk brocade in
medium bust model, with long
hips. Elastic inserts give free-
dom for breathing. Sizes 21
to 28. Also medium bust. \$3.79

Corset covers

Corset covers of good quality nainsooks with embroidery trimmed
tops. 69c
Corset covers finely trimmed with lace or dainty embroidery edges.
Others effectively machine embroidered and scalloped. 94c

Elaborately lace trimmed corset covers to wear with sheer and dainty
blouses. Trimmed front and back. \$1.39.

Macy's—Third Floor, Rear.

BLOUSES—pretty and inexpensive

79c

Six styles of blouses
though you may have
thought it impossible to find
even one at this price. They
are of white voile with round
or V necks, some trimmed
with embroidery, others with
organdie.

\$2.59

Many copies of higher priced models, includ-
ing a short sleeve blouse of organdie all-over
eyelet embroidery. Collarless blouses with
lace, a pretty model with bib collar. Trimm-
ings are fine Val. lace, embroidery edgings
and insets. One illustrated, D.

\$1.39

Six styles of blouses, some
of fine checked voile with
white organdie collars and
cuffs, others of white voile
trimmed with the check.
Some of white voile, daintily
lace trimmed. An excellent
selection. Two illustrated, A
and B.

\$1.69

Ten different models, all
dainty. There are tailored
blouses of white organdie
with frilling, voile blouses
with fillet mesh lace, some
with Val. lace and tucking,
some with embroidery. One
illustrated, C.

\$3.69

Two smart tailored blouses of heavy quality
Jap silk, one with box pleats and convertible
collar, the other with tucked front and bound
buttonholes. Flesh or white. Just the sort
of blouses to wear with tailored suits. One
illustrated, E.



Macy's—Third Floor, 34th Street.